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Video Games Sales Strategy Effectiveness Among Gamers In Batam City : A Comparative Study of Epic Gamers and Steam

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Abstract

One type of technological development that occurs is the development in video games. Video games are one way to fill free time and can be played by many people. Many companies are strategizing promotions to players to make players interested in the video games offered. The intention of this study is to determine the marketing strategies carried out by Steam and Epic Games, measure the level of effectiveness of video games marketing strategies carried out by Steam and Epic Games, and to fulfill obligations as one of the students majoring in system information at Batam International University. Data collection techniques begin with compiling a research background and formulating an operational definition of variables. Then, continued by looking for quantitative data by making a questionnaire based on the operational variables which is distributed to residents of Batam city and looking for qualitative data By interview. This research result proves either with quantitave or qualitative method discount promotion offers can affect video games sales. While, sales value, discount price factor, competitors offering discount, and bundle product offering does not affect video games sales.conclusions.

Keywords:

Console, Technology, Comparasion, marketing strategy, video games and Social Science

Introduction

Modernization causes life to be burdensome for many people and causes human stress levels to increase (Setiadi & Halim, 2019). Increased industrial developmentvideo game which is getting bigger is one of the reasons to upgraderesfreshing thoughts for society. Playervideo

game tend to choose game which is more famous and has quality game mode which is better. Therefore, each company will develop promotional strategies to players and make players interested in playing video game which is offered. Video games which is a pastime and is played by many people, especially children and teenagers, is always developing from time to time. Development game starting from the 1990s, at which time players started to be able to play game along with other players, games began to appear that could be played online (Bankov, 2019). Development game Until now, it has led to the emergence of various types game, like RTS (Real-Time Strategy), browser games, cross platform online, and others. Apart from that, various types have also developed game mode which makes many people willing to spend money to buy one video games who are interested. As time goes by the company video game start implementing the system gameplay new ones and added various types of game mode, so there is tight competition to win consumers or players.

One way consumers buy game is through certain platforms. A platform is a place that provides a means of buying and selling game. Although on the platform game many are sold, even reaching thousands game, there is no guarantee that all game available can be sold. One of the crucial factors in the success of a company video game is a way of marketing or promoting the game. A video game What can be said to be perfect does not necessarily mean that the level of popularity and interest among players is high. Lack of promotional action towards a game certain things can cause not many players to know about game This results in sales of game is decreasing. The function of promotion itself is as a tool to inform and remind players about something video game which is marketed. One promotional strategy that is often used is the discount strategy and bundles (Pasaribu & Kusnawan, 2022).

Steam is a platform that sells various kinds of games. Steam was first released in 2003. Currently Steam is a sales platform game largest in the world. Seeing the success of Steam, several other game sales platforms have emerged that are competitors to Steam. One of Steam's current competitors is Epic Games (Anggreni, L.D.V., (2022). Until now, Steam and Epic Games are still competitors in the game sales industry. One of the similarities in the game marketing strategy between Steam and Epic Games is implementing a discount strategy And bundle. In addition, both platforms also hold event-event specifically to sell the game. One of event What is meant is by providing free games for a certain period of time to consumers.

Seeing that the sales or marketing strategies carried out on the Steam and Epic Game platforms are almost the same, the author wants to find out what other marketing strategies can motivate the public or consumers to buy games sold on both platforms. To find out this, the author will examine marketing strategies on the Steam and Epic Games platforms. Apart from that, the author also wants to find out the level of effectiveness of this marketing strategy, especially towards consumers or people who have the potential to become consumers in Batam City.

Table 1. Conference on Management Combines (Font Tahoma 10 Bold)

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2	2	2	2
3	3	3	3
4	4	4	4

Source : Combines

No	Management	Technology	Conference
1	1	1	1
2	2	2	2
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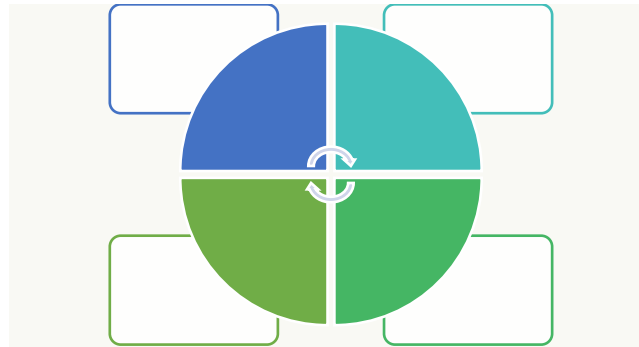


Figure 1. Conference on Management Combines (Font Tahoma 10 Bold)

Literature Review

Research (Choi & Chen, 2019) is the author's main written reference material in this research. This research discusses the influence of discounts and bundling in sales game. The data from this research was obtained through observation activities carried out on 5,570 (five thousand five hundred and seventy thousand) applications that sell game. The results of this research indicate that both discount strategies and bundling have a positive effect on sales game on seller applications game. But no concrete evidence was found to show that combining discount strategies and bundling can definitely attract the attention and interest of consumers in the market.

The next reference used by the author is research conducted (Basalamah & Millaningtyas, 2021). This research aims to find out the truth about the aspects or impact of discounts and free shipping promotions on purchasing decisions on the platform Shopee. The data was obtained from distributing a list of questions digitally to 200 participants over a period of 3 (three) months. Both discounts and free shipping promotions influence purchasing decisions because they can provide various kinds of relief to consumers both in terms of cost and time.

Other related research is research conducted by (Putra Pratama & Yoedtadi, 2021). This research discusses the influence of the discount applied by Shopee, namely the 9.9 discount Super Shopping Day for consumer purchase intentions. This research was researched quantitatively, the data was collected through surveys. The data was also obtained from distributed questionnaires. The findings from this research show that the discounts applied by Shopee have a moderate influence on buying interest for Shopee application users.

Apart from research related to the influence of discounts, the author also takes references to research related to the influence of bundling. Research on bundling has been carried out by

(Price et al., 2020). The research aims to test the influence of product bundle and price bundle on the intentions of buyers of complementary products. The data was collected by distributing a list of questions with a Likert scale which was distributed to consumers at Alfamart. This research also provides explanations regarding purchase intentions, bundling, and complementary goods. The conclusion of this research is product bundle and price bundle offered at the Alfamart minimarket can attract consumers' buying intentions, however, the complementary goods variable does not have a very prominent influence.

Other references regarding bundling What the author took was research conducted by (Irfan et al., 2021). The aim of this research is to find out the influence of strategy bundling, price point of view, and brand image to the resolution to purchase. This research takes the form of case study towards the seller fast food local in the Bali City area. This research data was obtained by dividing questionnaires. The variables raised in the research are strategies bundling, price, brand image, and purchase resolution. It was found that strategy bundling and brand image has a positive effect on the resolution to buy. Price perception also has an influence but is not very significant. The following is a summary of the literature review that has been carried out on the 5 (five) sources above.

Research Methods

This research begins with preparing the background and determining the problem from the background prepared. Then, the author will determine the operational definition of the variable. Next, the author will look for quantitative data by creating a questionnaire based on operational variables which will then be distributed to residents of Batam City. From the questionnaire created, the author will draw a conclusion as quantitative data. After searching for data and concluding the quantitative data obtained, the author will also look for qualitative data. The data sought is conducting interviews with people who play games and have bought video games in Batam City. This qualitative data was obtained from interview data and has been codified. This qualitative data will be analyzed and linked by considering the quantitative data that has been obtained. The results of the search for these two data will be included in the results and discussion section of this research. Finally, the author will draw overall conclusions from the results of this research and provide suggestions for research discussion topics.



Figure 1. Flow Chart

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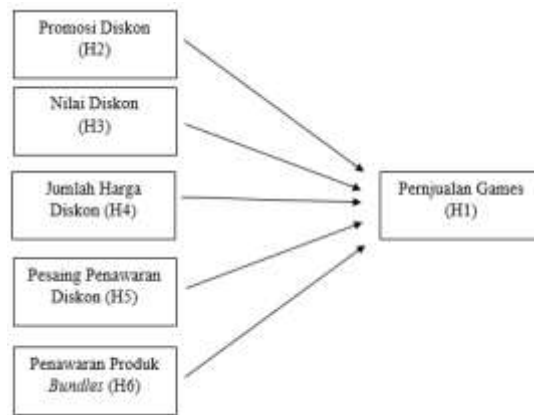


Figure 2. Model Research

This research uses a model referenced from the journal reference material for this research, namely (Choi & Chen, 2019). Where the dependent variable in this research is game sales or game sales. Meanwhile, the independent variables in the model consist of promotional discount offers, discount value or discount rate, number of discounted prices, competitors offering discounts, and products bundle. This research model will then be applied to the demographics of this research, namely the population of Batam City.

Judging from the research model used, there are 6 (six) hypothesis formulations in this research, namely:

- H1: there are residents of Batam City who shop game via Steam and Epic Games
- H2: sales game will decrease if there are various other discount promotions
- H3: sales game will increase along with the increase in sales value.
- H4: sales game will increase as the amount of the discount price increases.
- H5: sales game bundle tends to be higher than sales game individually.
- H6: sales game bundle the discount price will increase if the discount value also increases.

Results and Discussion

Look for quantitative data by dividing the questionnaire into formsgoogle form to 255 respondents. The data obtained will be used by 253 respondents. In this research,

questionnaires were distributed via social media such as Whatsapp, Line, Facebook and Instagram. Respondents taken from the author's side asked questions in the form of age, gender, education level, etc.

According to the questionnaire distributed, it can be seen from 253 respondents that the number of male gender identities was 221 (87.4%) more dominant than female gender. City. Normality Test

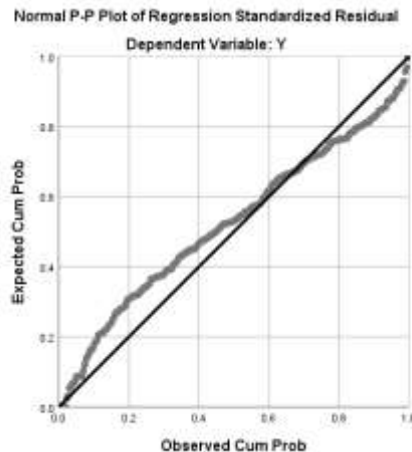


Figure 3. Normality Test Results

This result shows that the data is divided normally if the distribution at the plot points follows or is close to the diagonal line. The normal plot diagram can be seen in Figure 4.5.

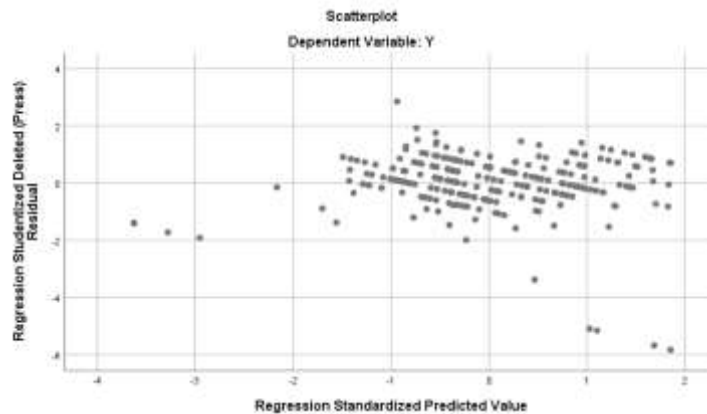


Figure 3. Qualitative Heteroscedasticity Test Results

The results of the Scatterplot heteroscedasticity test in Figure 4.6 show that the data points are spread out and do not form a particular pattern. Based on these results, it can be said that the regression model in Figure 4.6 does not have heteroscedasticity. Analysis of questionnaire distribution data proves the basic assumption of alternative promotional discount offers, sales value, number of discount prices, competitors offering discounts, product bundle offers on salesvideo game acceptable. Data assessment can be concluded that the data presented <0.005 is 0.000. The results show that promotional discount offers, sales value, number of discounted prices, competitors offering discounts, product bundle offers together

can have an impact on salesvideo game in Batam City. Based on the interview results, it produces a significance value of <0.005 , which also proves that the hypothesis is accepted and promotional discount offers, sales value, number of discount prices, competitors offering discounts, product bundle offers can simultaneously influence sales.video game.

The results of the questionnaire analysis state the alternative hypothesis of discount promotional offers on salesvideo game accepted. It could be said that the significance value greater than 0.005 is 0.000. promotional discount offers can impact salesvideo games. Data from question and answer activities provide a significance value greater than 0.005, which also indicates that the hypothesis is approved and proven to influence sales.video game in Batam City.

The results of the questionnaire data analysis explain the alternative hypothesis of sales value on salesvideo games which can be seen from the significance value which is lower than 0.005, namely 0.0068, which means that the sales value does not affect salesvideo games.

The results of the analysis of the questionnaire data explain that the alternative hypothesis is the amount of discount prices on salesvideo games not accepted which can be proven from a significance value below 0.005, namely 0.084. This implies that the amount of the discount has no effect on salesvideo games in Batam City. The results of the questionnaire analysis state the alternative hypothesis of competitors offering discounts on salesvideo game in Batam City. This is proven by the significance value below 0.005 which is 0.489. This result means competitors offering discounts can influence salesvideo games in Batam City.

From the results of the interview data, a significance value above 0.005 was obtained, this figure means that the hypothesis was rejected and proven to have no effect on salesvideo game in Batam City. The results of the quantitative analysis prove that the alternative hypothesis for product offeringsbundle on salesvideo game. This is stated from the significance value below 0.005 which is 0.789 which means product offersbundle can affect salesvideo game in Batam City.

Conclusions

This research aims to explain and analyze promotional discount offers, sales value, number of discount prices, competitors offering discounts, product offersbundle towards salesvideo game Batam City uses an approachmixed method.

This research proves that the sales value, the number of discount prices, competitors offering discounts, and product offeringsbundle does not affect salesvideo games either by quantitative or qualitative methods. Therefore, it is proven that the number of discount prices, competitors offering discounts, and product offersbundle At this time it cannot affect salesvideo game.

The coefficient of determination test results show an R2 figure of 0.69 or 69% in the quantitative method and 0.66 or 66% in the qualitative method. As many as 31% of quantitative methods and 34% of qualitative methods were not explained in this study.

The conclusion of this activity can be used as a guide to readers in determining methods to attract consumers in salesvideo game in Batam City. It is recommended that future research pay attention to the five aspects studied in this research as a basis for salesvideo game in Batam City.

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